

Dear AOTG Board and Members,

At the end of the year we usually have money left over. I am proposing that we spend it on improvements to the gallery space instead of paying Decembers rent and paying for the dinner.

The following is a list of improvements that I have done my best to prioritize. I believe it will take a little bit of time to accomplish the following tasks but taking action now can be a positive move for the overall well-being of the gallery.

Phase I - Refresh and update our look in 2016:

1. Acquire more lighting.
2. Paint all walls white.
3. Paint pedestals a darker neutral color so they disappear
4. Find out if any non-load bearing walls may be removed in the gallery - Make a plan for removal.
5. Replace the floors with a laminate wood product with texture
6. Move the front desk to the west side of door.
7. Acquire or build a more functional desk including jewelry cases.
8. Build two moveable walls and incorporate a vignette display area. These walls may be painted a different color.
9. Explore new concept of display and rotation of work.
10. Stick to AOTG branding - bags, stickers, website, emails, etc.

Phase II- Looking to the future.

I care very much for each person in the gallery and am invested in our success. Change sometimes requires uncomfortable decisions that do not always have a guarantee. I believe that the gallery could be so much more offering excitement and encouragement of the arts for our community as well as make each of the individual artists more money. We as a membership need to decide if we want to be a part of a new growing direction or stay with what is "good enough" in a dying model.

1. Assess the overall level of involvement, participation, and sales of each artist for the purpose of improving the activity of the gallery's relationship in the community and raising the outcome of sales. For example an artist may not have the greatest sales but they are very invested member in supporting the activities the gallery engages in (volunteers for positions, active in participation of meetings, consistently shows up for Art Walks or special events, makes new exciting work for upcoming shows, is an excellent sales person, etc.) they are a keeper. Those who don't sell well and/or never participate can be let go.
2. Improve the quality of the art work sold in the gallery
3. Create spaces for the jewelers that are all equally beautiful, functional, and financially rewarding.
4. Champion young artists in our community. Be an active supportive place to help launch and nurture artistic careers.
5. Acquire and support all artistic mediums such as sound, video, and music-Play and sell more local artist albums in the gallery and intern use them for our events. Watch videos with headphones for sound.

Respectfully

Jay Statgaard

## Old Town Gallery of the Future

A recent set of proposals from Jay Stargaard for new directions for the gallery (see attached) led the Board to discuss how we can consider her suggestions, and also seek suggestions from other members. What we propose is a process to gather input from all gallery members (and customers?) through an AOTG planning session that all members will be invited to attend, or to submit suggestions. Below is a draft outline of how we might accomplish this.

### AOTG 2020

Imagine the Old Town Gallery in 2020. Will it look and feel the same as it does today or should we update to attract a new generation of art, artists and customers? If so, we should proactively plan for the new artists and customers over the next five years?

**What:** To develop a five year plan to ensure the gallery can attract and retain both artists and customers and can continue to be financially healthy.

**How:** Conduct a five-hour conference to develop a plan for the Auburn Old Town Gallery to ensure its continued succes in the future. It will be held on a Saturday from 10am to 3pm at a time and place to be determined, with a break for lunch. Should you not be able to attend, but have ideas that you wish to be considered, you can submit proposals under each of the four discussion headings outlined below. They will be reviewed and considered as part of each brainstorming session

#### Agenda:

1. Introduction: Board President -10 minutes
  - a. Purpose of the conference
  - b. Description of brainstormg sessions, facilitation, recording
  - c. Review and prioritization of proposals
  - d. Production of final plan
  - e. Next steps
2. Brainstorming sessions – 4 groups, 90 minutes
  - a. Art – what type of art best suites the gallery mission
    - i. Mediums
    - ii. Mix
    - iii. Quality
    - iv. Trying new mediums
    - v. Etc.
  - b. Artists – Expectations and responsibilities
    - i. How many
    - ii. Refreshing displays
    - iii. Work contributions
    - iv. Non-performance
    - v. Trying new artists
    - vi. Etc.
  - c. Facilities – structure and layout
    - i. What other galleries do
    - ii. Layout

- iii. Color
- iv. Display
- v. Lighting
- vi. Packaging
- vii. Technology
- viii. Etc.
- d. Marketing
  - i. Branding
  - ii. Events
  - iii. Publicity
  - iv. On-line sales
  - v. Partnerships (realtors etc.)
  - vi. Etc.

3. Lunch – 60 minutes

4. Presentation of group reports to all participants – 120 minutes

- a. For each proposal estimate
  - i. Importance
  - ii. Timeframe
  - iii. Cost

5. Next steps – 20minute

- a. Final report preparation assignment
- b. Evaluation